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Eisai Co., Ltd.

EISAI INTRODUCES NEW LIFESTYLE INFORMATION WEBSITE “BreCare Garden” FOR PATIENTS WITH BREAST CANCER

*INCLUDES INFORMATION ON PATIENT FRIENDLY SPA RESORTS,
BEAUTY SALONS AND FASHION ITEMS AVAILABLE IN JAPAN*

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) announced today that it has launched a new website “BreCare Garden”¹ to support a better lifestyle for patients with breast cancer in Japan.

Based on themes such as “Enjoy fashion”, “Enjoy travel”, “Enjoy dining out” and “Refresh your mind and body”, “BreCare Garden” contains information that is useful in the everyday lives of patients with breast cancer. Information is listed in separate categories such as “Beauty Salon”, “Fashion Boutique” and “Bookstore”, making it easy to search through the website.

In particular, to ease the concerns about hair loss after chemotherapy, the “Beauty Salon” page lists salons from all over the country where wigs for medical use are available, as well as salons which provide wig styling², separated by region. In addition, the website introduces a national list of breast cancer patient friendly spa resorts (such as those with private spa baths or accept the use of special bathing attire made to cover post-surgery scars in public baths), fashion items designed to complement patients’ post-treatment bodies, and other lifestyle information that addresses the needs of breast cancer patients in maintaining their own lifestyles while managing the condition.

Currently, there are over 60,000 new cases of breast cancer diagnosed each year in Japan, and this number is rising year after year³. Although the rate of survival for breast cancer is increasing due to recent advances in early diagnosis/treatment and medical technology⁴, many patients face various issues in their daily lives during and after treatment including the management of side effects and financial concerns.

Eisai, in line with its *human health care* philosophy, established the oncology hhC unit in Japan in fiscal 2013 to promote various activities aiming to increase benefits for patients with breast cancer and their families. In the future, Eisai will continue to expand the information on the “BreCare Garden” website and further contribute to fulfilling the diverse needs of patients with breast cancer.

¹ This website is intended for patients in Japan and is provided in Japanese only.

² Technique for cutting wigs for medical use. This involves not only adjusting the wig to each individual wearer's face shape and preferences, but also cutting techniques to create a more natural transition when the patient begins to grow their own hair again.

^{3,4} Statistics obtained from the Cancer Information Center of the National Cancer Center:

(http://ganjoho.jp/public/statistics/pub/short_pred.html, http://ganjoho.jp/public/statistics/pub/statistics01.html#prg4_1,
http://ganjoho.jp/public/statistics/pub/statistics02.html#prg5_1)

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[Notes to editors]

1. Major contents of the “BreCare Garden” website

Category Title	Contents
Spa	National list of spa resorts with individual spa baths as well as resorts that accept the use of special attire to cover scars from breast cancer surgery and provide other helpful services for breast cancer patients
Beauty Salon	National list of beauty salons which sell wigs for medical use or specialize in wig styling
Fashion	Introduction of fashion items including caps with hair extensions and breast pads (artificial breasts) for patients who have undergone surgery
Fitness	Introduction of exercise programs developed for patients with breast cancer
Bookstore	Suggestions of books that help ease stress on the mind and increase understanding of disease
Hospital	Ideas from survivors and experts' advice for everyday issues during and after treatment